

ABSTRACT OF THE DISCLOSURE

A highly concentrated flowable pearlizing concentrate is comprised of: (a) from about 25 to about 45% by weight of a pearlizing wax; (b) from about 25 to about 40% by weight of nonionic, amphoteric, zwitterionic and/or cationic emulsifier and; (c) from about 0.5 to about 15% by weight of a polyol ester and the remainder water. The sum of components (a), (b) and (c) is at least 55% by weight. The concentrates are useful in cosmetic applications such as in hair shampoos and shower gels.